

**REMARKS**

Claims 1-3, 5-13, 15-20, and 20-25 are currently pending. Claims 1, 8, 10, 11, and 19 have been amended and new claims 24 and 25 have been added. No claims have been cancelled. Applicants respectfully request reconsideration of the outstanding rejections in view of the new amendments and arguments presented herein below.

Claims 1-3, 5-13, 15-20, 22, and 23 are currently rejected under 35 U.S.C. § 103(a) as being unpatentable over Anuff et al., U.S. Patent Publication No. U.S. 2003/0056026 A1 (hereinafter "Anuff") and Kanevsky et al., U.S. Patent Publication NO. U.S. 2002/0089546 A1 (hereinafter "Kanevsky") in view of Olander et al., U.S. Patent Publication No. U.S. 2005/005243 A1 (hereinafter "Olander"). These rejections are respectfully traversed.

With regards to amended claim 1, claim 1 recites a system for simplified implementation of an adaptable user interface, the system comprising: *inter alia*, a database descriptor;

a latent framework related to a data-level to an application-level relationship of the at least one content module that contains content for a type of said database descriptor including a plurality of containers configured to accept one or more modules or containers, wherein at least one of the at least one content module and the at least one navigation module are inserted into the latent framework; and

a formatting specification that includes a standardized set of flexible styles attributes of which are set forth defining a plurality of visual characteristics of the at least one content module and, the at least one navigation module said visual characteristics instantiating and displaying at least a portion of the latent framework after at least one content module is inserted into the latent framework, wherein if one of said plurality of containers does not contain a module or another container after the linking between the data-level and the application-level the container shrinks thereby effectively disappearing from the instantiated framework when a user interface is displayed.

Applicants respectfully assert that nowhere does Anuff, Kanevsky, or Olander, either singularly or in combination, at least teach, disclose, or suggest such a particular relationship of the at least one content module that contains content for a type of a database descriptor, as recited in Applicants' claimed invention. Furthermore, it appears that the primary focus of all the prior art references, whether taken singularly or in combination, appear to operate only upon a high level, that is, for example the application-level, which is clearly, the level at which a user interface may be displayed to a user.

However, Applicants firmly believe that nowhere as recited above, are the framework characteristics and formatting specification characteristics tied to and/or incorporated to either a database descriptor or to a particular relationship existing between a data-level and application-level.

Accordingly, Applicants firmly believe that at least independent claim 1, and similarly independent claim 8 and 19 are allowable over the combined combination of Anuff, Kanevsky, and Olander for at least the reasons discussed above. As such, Applicants clearly believe that independent claims 1, 8, and 19 are patentably distinct from the asserted combination of prior art references, and therefore believe that at least these independent claims are clearly patentable.

Furthermore, since claims 2-3, 5-7, 9-13, 15-18, and 20-23 are dependent from independent claims 1, 8, and 19, respectively, those dependent claims are at least patentable by virtue of their dependency as well as the additional features recited therein.

Accordingly, Applicants respectfully assert that those dependent claims are similarly patentably distinct and accordingly patentable over the asserted combination of prior art references.

Therefore, Applicants respectfully request the prompt allowance of all the pending claims including claims previously rejected, for at least the reasons asserted above and specifically over the asserted combination of Anuff, Kanevsky, and Olander under § 103.

Conclusion

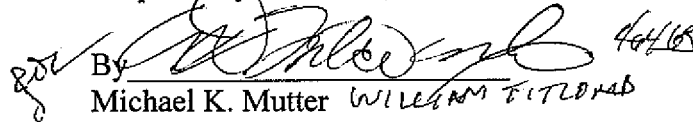
In view of the above remarks, it is believed that claims are allowable.

Should there be any outstanding matters that need to be resolved in the present application, the Examiner is respectfully requested to contact William D. Titcomb Reg. No. 46,463 at the telephone number of the undersigned below, to conduct an interview in an effort to expedite prosecution in connection with the present application.

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies to charge payment or credit any overpayment to Deposit Account No. 02-2448 for any additional fees required under 37.C.F.R. §§1.16 or 1.14; particularly, extension of time fees.

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Respectfully submitted,

By  4/4/18  
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